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Questionnaires were sent rendomly to 980 individuals to determine educational needs and interests of supervisors, managers, administrators, and professional people in south-central Oregon. The object was to determine the desired subject matter, time, place, approach, and instructor, and the influence of age, education, location, size of organization, place of work, and occupation. Answers, based on 171 usable questionnaires, cannot be assumed representative of all groups under study, but some patterns emerged. Subject areas of greatest interest were human relations, management and organization, psychology and motivation, writing, supervision and leadership, speech, data processing, accounting, investments, personnel and manpower, labor relations. Winter was the preferred time for programs and 3/4 were willing to drive only 1-20 miles round trip once a week for 8-10 weeks. The seminar discussion approach was preferred. Those with over two years' college education favored faculty members over instructors from business or the professions. Those from larger organizations favored two or three day conferences and expected time off with pay and their tuition to be paid. (A sample questionnaire and many tables are included.) (jf)

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A STUDY OF THE CONTINUING EDUCATION NEEDS AND INTERESTS OF MANAGERS AND PROFESSIONAL PEOPLE IN SOUTH-CENTRAL OREGON

by

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for

the Division of Continuing Education
of the Oregon State System of Higher Education

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Many managers and professional people in south-central Oregon gave generously of their time for interviews and for testing preliminary editions of the questionnaire.

To all of the above, many thanks.

E. Easton, OSU
November 25, 1968

TABLE OF CONTENTS

Subject	Page
Introduction	1
Research Population and Procedures	1
Comments Regarding Responses and Respondents	6
Differences Among Responses Classified by Characteristics of Respondents and Their Organizations	18
Responses Classified by Age of Respondents	19
Responses Classified by Educational Level of Respondents	21
Responses Classified by Size of Organization	23
Responses Classified by Kind of Organization	26
Comments Regarding the Sub-Groups within the Professions	30
Responses Classified by County	31
Summaries, Comparisons, and Conclusions	35
Comparisons and Conclusions	37
"What subject matter is of interest?"	37
"What is preferable in terms of time, place, approach, and background of instructor?"	39
"What is the influence of age, education, location, size of organization, where one works, what one does?"	40
	42
Appendix	43
Questionnaire	47 - 54
Tables 1-16	

INTRODUCTION

The primary purpose of this study has been to determine those on-the-job and off-the-job needs and interests of supervisors, managers, administrators, and professional people in south-central Oregon which may be served by the Division of Continuing Education of the Oregon State System of Higher Education.

With reference to the area and group mentioned, the basic question is "What kinds of programs should be provided for whom?" The discussion and analysis that follows attempts to help answer this broad question by consideration of more specific questions such as the following:

"What subject matter is of interest?"

"What is preferable in terms of time, place, approach, and background of instructor?"

"What is the influence of age, education, location, size of organization, where one works, and what one does?"

Research Population and Procedures

One of the original objectives was to study the continuing education needs of those "in business" in south-central Oregon, both supervisors and non-

supervisors. The latter group was not included, however, because of limited time and funding available for the study and also on the assumption that many in the non-supervisory group could be better served by forms of continuing education not usually sponsored by DCE. On the other hand, the study was expanded to include a limited number of government administrators and professional people, such as public accountants and doctors--individuals who might have a decided interest in the types of programs offered via DCE.

In-depth interviews were considered but discarded in favor of a questionnaire approach, whereby greater coverage could be obtained under the time and funding constraints inherent in the project. Although it was hoped that similar studies in other states would provide an adequate basis for developing a comprehensive questionnaire, a search of the continuing education literature disclosed too little information available for the formulation of pertinent questions. And it was then decided to obtain the needed information by interviewing a cross-section of managers and professional people in south-central Oregon. Forty interviews were conducted in a semi-directed fashion, with most questions pertaining to those interests and needs which might be served by continuing education programs.

Based upon information accumulated during the interviews, a first edition of the questionnaire was developed and tested. After revision, 980 copies were mailed out in early August, 1968. Included in the 980 names and addresses selected were 300 taken from local telephone books by use of a random number table and 680 taken from both classified sections of the telephone books and listings supplied by local Chamters of Commerce--with at least 50 from each sub-group under consideration. By mid-September only 123 questionnaires had been returned and, consequently, 300 more were forwarded. Eventually, 171 usable questionnaires were received.

Since the preferences of the large group of non-respondents were not investigated, the responses can not be assumed to be representative of the total population under study (all managers, administrators, and professional people in south-central Oregon), or of any one of the sub-groups (government, retailing, etc.). However, responses to most questions were usually sufficient to provide meaningful patterns of responses for each of the sub-groups of respondents.

(With each questionnaire forwarded to a manager in manufacturing, a second one was enclosed with a request

that it be forwarded to a foreman or department head. Too few of the latter were returned to form a separate sub-classification for purposes of analysis.)

Following are figures which summarize the number of questionnaires returned from each county and from each sub-grouping established on the basis of organizational form.

County	% of respondents	% of total population
Josephine	23%	20%
Jackson	48	53
Klamath	29	27
	100%	100%

Kind of organization	Questionnaires returned
Government	54
Manufacturing	21
Professional	56
Retailing	10
Service	19
Wholesaling	2
Other	9
Total	171

The proportion of usable responses was disappointingly low--particularly before the second requests--but the results are probably somewhat typical of most questionnaire surveys, and although statistical inferences to larger populations may not be made, the responses

are, in most cases, meaningful and useful--as indications of not only what the respondents prefer but of what may be preferred by the many others in similar positions in south-central Oregon.

Many comparisons will be made and some conclusions drawn, particularly regarding needs and interests, but beyond that the primary intent of this report is to present meaningful data and comparisons for interpretation by those with considerable background in continuing education for businessmen, managers and professional people.

COMMENTS REGARDING RESPONSES AND RESPONDENTS

A brief study of the questionnaire used, with the number and percentage checking each answer shown wherever appropriate (see the Appendix), will make the discussions that follow more meaningful. Comments follow the presentation of each question, or an abbreviated version of the original question.

(A) Number of persons in your local organization?

The answers varied from 1 to 1500, with the eighteen in excess of 100 each resulting in a mean considerably above the median: i.e., a mean of 57 as contrasted with a median of 8. Three numbers tied for mode: 5, 3 and 2. Both the median and the modes emphasize the fact that most respondents were with small organizations.

Number in the group or unit that you supervise?

Only 13 of the 171 respondents had more than fifty in the group supervised, but the mean was still significantly more than the median: a mean of 20 compared with a median of 5 -- with modes of 4, 3 and 2. Most respondents were obviously responsible for supervising only a few others.

Please classify your organization under one of the headings below.

One-third of the returns (56) came from members of the professional category: doctors, dentists, lawyers, public accountants, and insurance men. Another third were with government--Federal, State, and local units. Most of the other respondents were with manufacturing (21) and service enterprises (19): comparatively few were in retailing (10) or wholesaling (only 2).

(B) Are most of your on-the-job needs for continuing education taken care of?

The interviews had revealed that many were involved in continuing education programs, but the large percentage responding in the affirmative to this question--67%--was still something of a surprise. Of those responding in the affirmative, almost two-thirds (63%) stated that their needs were taken care of by training programs provided by their own organizations (i.e., 42% of the total respondents).

(C) Check those three or four areas that you would be most interested in investigating or studying.

There were 930 checks by 160 respondents, or an average of about 6 checks each. Those eighteen subject matter areas checked 20 or more times (i.e., by 12% or more of the respondents) are shown below in rank order,

with the per cent of respondents checking each item also shown.

Rank	Subject matter	%
1	Human relations	31.2
2	Management, organization	28.1
3	Psychology, motivation	27.5
4	Writing	26.2
5	Supervision, leadership	23.7
6	Data processing	19.4
7	Speech	18.7
8	Accounting	18.1
9	Investments	16.9
10	Personnel, manpower	15.0
11	Labor relations	14.4
11	Real estate	14.4
12	Philosophy, ethics	13.7
13	Finance	13.1
13	Mathematics	13.1
14	Economics	12.5
14	Office management	12.5
14	Statistics	12.5

Most of the responses under "Others not listed above" were of a very specific nature, indicating the person's vocational interests: e.g., wildlife habitat, health, hydrology. Of the 40 notations, 33 represented 33 different subject matter areas. Four mentioned soils engineering: three, forestry courses.

(D) Enter the specific part of each of those areas that interests you most (e.g., What part of art or accounting?).

The pre-questionnaire interviews indicated most persons needed a subject-matter listing as a base for expressing preferences. But in preparing such a listing, a major problem was encountered: a list containing sufficiently detailed information was much too long and, on the other hand, one of reasonable length could not include needed specifics. In an attempt to overcome the latter difficulty, question (D) was introduced, asking that each respondent describe the specific parts of those subject-matter areas which he had checked in (C) as being of greatest interest.

Replies were considerably fewer than had been hoped, but some of the entries may be of interest. Those which pertain to the 10 most frequently mentioned subject-matter areas and which were entered more than once are summarized below, sometimes in standardized, abbreviated versions of the original statements. The frequency of mention appears in parentheses.

Rank	Subject matter title as shown in (C)	Summary of comments in (D) regarding subjects listed in (C)
1	Human relations	"Motivating and understanding employees." (13) "Group behavior." (4)
2	Management, organization	"Organization theory." (4) "Small business and management." (3)
3	Psychology, motivation	"Clinical psychology." (3) "Beginning psychology." (2) "Counselling." (4)
4	Writing	"Technical reports." (5) "Letter writing." (5) "Writing articles." (3)
5	Supervision	"Leadership." (3) "Supervision and group performance." (2)
6	Data Processing	"Programming." (5) "Applications." (2)
7	Speech	"Public speaking." (2)
8	Accounting	"General." "Intermediate." "Advanced." (6) "Budgeting." (5) "Tax." (4) "Small business accounting." (4)
9	Investments	"Stocks and bonds." (7) "Real estate." (4)
10	Personnel	"Hiring." (2) "Training." (2) "Management." (2)

(E) Which of the following approaches would you prefer or like to try?

About 20% expressed interest in TV lectures plus homework or discussion sessions, with 28% favoring the lecture approach and, by far the largest segment, 48%, favoring the seminar-discussion approach.

(F) Regarding instruction, which of the following would you usually prefer?

Expressed desires were: 51% for college faculty members and 44% for "someone from business or your profession." The latter may suggest that many respondents want programs which relate directly to their daily work. (Answers entered under "other" were mostly refinements of the other two, e.g., "A person with both college and business experience.")

(G) Which one or two of the following time patterns would you prefer?

The winner, with 51% of the votes cast, was "One evening per week for 8 to 10 weeks," with the remaining tallies scattered among five other choices; and although little preference was shown for one day conferences (10%), there was a definite indication of somewhat greater interest in "two or three day conference workshops" (20%).

Under "other" appeared a suggestion which may be worthy of consideration: "One year limit correspondence courses with a one day conference once a month."

(H) Check the best time of year for you to become involved in programs or courses.

Over half expressed a preference for winter; one-fourth a preference for fall. However, one who preferred winter might be interested in fall workshops offered at times which do not conflict with hunting season.

(I) How far would you be willing to travel round trip for a course meeting one night per week for 8 to 10 weeks?

Half said they would be willing to drive only 1 to 10 miles per week: one-fourth, 11 to 20 miles.

For a one-day conference?

This possibility seemed to interest the drivers somewhat more, with half saying they would be willing to drive over 80 miles round trip. But one-third of the respondents seemed to feel that up to 20 miles would be far enough.

For a three-day conference or week-long live-in program?

Programs of longer duration evidently made many willing to drive a few more miles, with half willing to drive more than 100 miles round trip and 40% willing to go over 200. But 44% expressed a preference for less than 50 miles.

(J) What percentage of the tuition cost or program fees would probably be paid for by your organization?

The frequencies of the most usual entries, and others, are as shown below:

% paid	f	% of 143
None	30	21%
50	23	16
100	82	57
Others	8	6
Responses	143	100%

The average of the 143 replies is 69%.

(K) Would your organization probably allow you to take time off with pay to attend a one or two day session related to your work?

As already shown on the reproduction of the questionnaire in the Appendix, 71% answered in the affirmative. The next section will report on any notable variations in the responses which may be influenced by the size or kind of organization.

(L) If you enrolled for a regular college course, how would you probably take the course?

As a result of the interviews, less than half had been expected to indicate an interest in college credit: but 53% of the respondents checked "On a credit basis," while only 33% checked "On a non-credit basis." (13% did not answer.)

(M) Indicate the probability that you would participate in a course, conference, or workshop which interests you, if such were offered at a convenient time and place during the coming year.

Replies: Almost certain 40%

Likely 36%

Even though 76% of the replies were positive, it is obvious that it would not be possible to concurrently satisfy all of the conditions upon which the question is predicated--program of interest, convenient time, convenient place--for all who did respond positively.

(N) If you are a supervisor or manager, what would you like to have your <u>non-supervisory personnel</u> learn more about?

There were at least 32 different subjects among the 125 entries. Those appearing six or more times are listed below with the frequence of appearance, f.

Subject	f
Human relations	22
Accounting	9
Selling	9
Supervision and leadership	7
Communications	6
Mathematics	6
Public relations	6
Report writing	6

(O) If you are a manager, what would you like to have your foremen, supervisors, department heads, etc., learn more about?

In reply to this question there were fewer subjects mentioned and fewer entries, as compared with (N) above. Of the 21 mentioned among the 92 entries, those appearing more than six times are listed below.

Subject	f
Human relations	17
Supervision and leadership	16
Management, organization	8
Accounting	6

(P) Please indicate any subject in which your wife may be interested.

Although there was some concern that this question may have been too open ended, the 30 subjects mentioned in the 71 entries all seemed to have been entered in good conscience (even though human relations was somehow omitted). Those suggestions repeated five or more times are itemized in the following listing.

Subject	f
Art and painting	14
Secretarial	9
Homemaking	5
Short-story writing	5

(Q) (Requested name, title, organization, address.)

(R) High school diploma? Year?

In response to the question about high school diplomas, two answered "no", whereas 155, or 91%,

answered "yes", while only 14 did not respond. But 56, or one third, failed to enter the year of graduation; 41% indicated graduation by 1946 and 26% after 1946. Allocating slightly more than one-half of the 33% of non-responses to the "graduation by 1946" classification would result in the following percentage approximations for the two age groups (with ages estimated from year of graduation):

Group 1: mostly over 40 years of age . . . 60%

Group 2: mostly under 40 years of age . . 40%

Years of education beyond high school? Bachelor's degree from? Advanced degree?

Once again the split was about 60-40, with approximately 60% signifying more than two years of college education and about 40% indicating less or not answering. Slightly over half (52%) indicated completion of a bachelor's degree (although several did not enter the name of the institution) and slightly over one-fifth (22%) also indicated completion of an advanced degree.

Bachelor's degree from:	
University of Oregon	14
Oregon State University	12
Other Oregon colleges	6
Non-Oregon colleges	49
	81
Advanced degrees:	
Doctorate in medicine or dentistry	21
Law degrees	6
Master's degree	11
	38

The question did not request the recording of professional certificates or licenses, such as the CPA (certified public accountant) certificate or registered engineer's license.

(S) Would you like to have your name added to the DCE mailing list for announcements of programs that may be of interest to you?

The answers were preponderantly "yes" (82%), with just 31, or 18%, checking "no" or not responding.

Responses to the preceding questions were subdivided on the basis of several different categories. The discussion and analysis of these responses represents the content of the next section.

DIFFERENCES AMONG RESPONSES CLASSIFIED BY CHARACTERISTICS OF RESPONDENTS AND THEIR ORGANIZATIONS

"What continuing education programs should be provided for managers, administrators, and professional people in south-central Oregon?"

To generate information which might be of help in answering this question, it was decided that the influence of the following factors would be considered: (1) age of respondents, (2) educational level of respondents, (3) the size of respondents' organizations, (4) the kind of respondents' organizations, (5) sub-groups within the professions, and (6) the location by county.

The answers to all questions were re-run for each of the classifications established under (1) to (6) above, but only that very small part of the computer output which seemed especially significant or interesting is reported in the sections that follow. Most extensive tabulations are confined to the Appendix and, within the body of the report, comparisons are frequently made on the basis of such general terms as "more" or

"slightly more." The use of such terms signifies that the replies of one sub-group vary from the replies of another sub-group by more than seven percentage points, or the replies of a sub-group vary from the replies of all respondents by five percentage points or more. (These are arbitrary measures of difference, not statistically computed.) For example, 40% of the under-40 age group stated they were with government, as compared with 32% of all respondents. Consequently, it is stated that "There were, relatively, more respondents in the under-40 age group with government . . . " However, to avoid monotonous repetition, the word "relatively" is seldom used but should frequently be assumed.

Responses Classified by Age of Respondents

The comments below are based upon the computer summaries of replies from the 70 who answered 1946 or earlier (the group assumed to be 40 or more years of age) and the 45 who said they graduated after 1946 (the under-40 group).

There was very little variation in the distribution of the two age groups among the three counties (Josephine, Jackson, and Klamath), and little among organizations of different sizes, although there were a few more of the

40-plus group with the smallest organizations. There were, relatively, more respondents in the under-40 group with government and professional organizations and more of the 40-plus group with retail and service organizations.

Among the 18 subjects most frequently checked by all respondents, the highest ranking five for each of the age groups is shown below:

40 and over		Under 40	
Rank	Subject	Rank	Subject
1	Human relations	1	Psychology, motivation
2	Writing	2	Writing
3	Accounting	3	Investments
4	Psychology, motivation	3	Management, organization
5	Data processing	3	Supervision
5	Speech	4	Accounting
5	Management, organization	4	Data processing
		4	Real estate
		5	Economics
		5	Speech
		5	Mathematics

Both groups cast more votes for seminars than for any one other approach: 40% of the 40-plus class and 55% of the under-40 group; but the younger group indicated slightly more interest in two to three day workshops and slightly less in correspondence courses (only 5%). Preferences regarding the background of instructors are reflected in the following table:

Preferred background	40+	40-
Faculty member	56%	44%
Business or profession	39	47
Other	5	9
	100%	100%

Feelings about "time of the year" were very similar but, as a group, those over 40 indicated less willingness to drive longer distances for courses, conferences, and live-in programs. Among those in the under-40 category, 69% were interested in obtaining college credit, as compared to 46% of the 40-plus group.

In response to the request for information about years of education beyond high school, 71% of those under 40 indicated more than two years of college education, compared with 59% of those 40 and over (67% of the former had bachelor's degrees, compared with 57% of the latter). Proportionately, twice as many of the younger respondents had advanced degrees: i.e., 29% to 14%.

Responses Classified by Educational Level of Respondents

In this section the responses of those who reported more than two years of college education (99 of 171, or 58%) will be compared with the responses of all

others, both those who reported less than two years (44) and those who did not classify themselves (22). It is assumed that a majority of the 22 non-respondents did not have more than two years of college education since none of them listed a bachelor's degree or the name of an institution of higher learning.

There was very little difference among the two groups in terms of location (county), organizational size, or number supervised but, as expected, there was a significantly larger proportion of the two-plus division among the professionals. About 66% of both groups reported that their continuing education needs were being taken care of.

Of the 59 subject matter areas on page two of the questionnaire, 18 were checked twenty or more times each. Among these 18, the highest ranking five for those who declared more than two years of college education and for all others are presented in the following tabulation.

Over two years of higher education	
Subject	Rank
Human relations	1
Psychology, motivation	2
Management, organization	3
Data processing	4
Writing	5

All Others	
Subject	Rank
Writing	1
Supervision, leadership	1
Management, supervision	2
Human relations	2
Psychology, motivation	3
Speech	3
Finance	4
Mathematics	4
Personnel, manpower	4
Accounting	5

More of the two-plus class expressed a preference for faculty members as instructors (55% to 44% for all others), and a few more were interested in earning college credit. The two-plus group included a larger proportion of those under 40 years of age (32%, as contrasted with 18% for all others) and many more of those with degrees.

Responses Classified by Size of Organization

Respondents' organizations were subdivided into three class sizes for purposes of classifying responses:

	Respondents	%
1. "Smaller" organizations --with 1 to 20 persons	127	74%
2. "Medium-sized" organizations --with 21 to 100 persons	26	15
3. "Larger" organizations --with over 100 employees	18	11
	171	100%

The percentage distributions by county and by number supervised did not form any distinct patterns, but, as one would expect, the smaller organizations had a much higher percentage for the class of "0-20" persons supervised. The proportion of each kind or form of organization falling within each class size is presented in the following tabulation. (The two respondents in wholesaling have been included under the heading of "Others.")

Form of organization	1-20	21-100	100+	Total
Professional	95%	5%	-%	100%
Service	84	11	5	100
Government	70	19	11	100
Retailing	70	30	-	100
Manufacturing	33	24	43	100
Others	50	33	17	100
All respondents	(74%)	(15%)	(11%)	(100%)

Differences among the per cent of responses to "Are most of your on-the-job needs for continuing education

taken care of?" were insignificant, but a few more with the larger organizations stated that their needs were met by in-house training programs.

Considering only the 18 most preferred subjects, the four or five ranking highest among the respondents when classified by size of organization are as shown below:

Subject	Rank 1-20	21-100	100+
Human relations	1	2	1
Writing	1	4	4
Psychology, motivation	2	1	4
Management, organization	3	2	1
Investments	4	-	-
Supervision, leadership	4	2	2
Accounting	5	4	-
Data processing	5	5	4
Real estate	5	-	-
Philosophy, ethics	-	3	3
Speech	-	3	4
Economics	-	5	-
Labor relations	-	-	2

(Most of those showing a preference for "real estate" were dentists or realtors.)

Relatively more with the larger organizations preferred two or three day conference workshops. Generally speaking, those with the larger organizations were willing to drive farther for continuing education programs, more of them expected to have 100% of their tuition cost paid, and more anticipated time

off with pay while in attendance. Slightly more with both the medium and large organizations were interested in earning college credit.

Responses Classified by Kind of Organization

The percentage of respondents classifying themselves under each of the organizational headings shown under (A) 2 on the questionniare, is presented below:

Professional	33%
Government	32
Manufacturing	12
Service	11
Retailing	6
Other and non-responses	6
	100%

Over all, 67% reported their continuing education needs taken care of, but two organizational classes varied considerably from this "average": manufacturing with 57% and service with 79%. More with government felt their needs were taken care of by in-house training programs; more in the professions, by external courses and programs.

In showing preference for a given subject in the table below, the percent of responses is entered only if it varies more than 5 percentage points from the over-all percent of responses for that size class (only the 18 most preferred subjects were considered); e.g.,

although respondents from manufacturing entered only 11% of the total checks of 930, they recorded 39% of the total checks indicating a preference for labor relations. ("Over-all" percentages will not add to 100% because wholesale, with few checks, and "other" have been omitted.)

Subject	Govt.	Mfg.	Prof.	Retail	Service
% of total checks	31%	11%	27%	9%	16%
% for each subject:					
Accounting	17%	3%	41%	-%	-%
Data processing	42	-	-	-	3
Finance	10	24	33	-	24
Human relations	-	20	-	-	-
Investments	15	-	44	-	-
Labor relations	-	39	9	0	9
Management	40	20	18	-	-
Office management	45	0	-	-	25
Personnel	50	-	17	-	8
Real estate	-	4	56	0	4
Supervision	58	5	13	-	-
Philosophy, ethics	-	18	-	-	-
Speech	46	3	13	-	-
Writing	45	5	21	2	-
Psychology	41	-	-	-	-
Mathematics	43	-	19	-	29
Statistics	40	5	20	-	25

The following table illustrates only the highest ranking preferences of the organizational groupings by showing the percent of respondents in each particular group who checked a certain course. (Included are only those subjects which received more than 5% of the total

preference checks recorded by the indicated group, excluding retailing and wholesaling as having too few.)

	Govt.	Mfg.	Prof.	Service
Human relations	31%	48%	23%	-%
Management and organization	33	43	-	-
Psychology and motivation	33	-	23	-
Writing	35	-	-	47
Supervision	41	-	-	-
Labor relations	-	43	-	-
Real estate	-	-	23	-
Finance	-	24	-	-

Those with manufacturing firms most strongly favored the seminar-discussion approach, 71% as compared with the 48% over all and the service group's 32%. The government respondents had relatively higher preferences for faculty members as instructors. Professionals were most willing to meet in the fall (35%) but, as with all other groups, more of them preferred winter (45%). Those with service enterprises seemed most reluctant to drive long distances for programs. Half of the government employees stated that none, or very little, of their tuition cost would be paid by their organization, while 76% of the manufacturing respondents expected all of their tuition costs to be paid; but both groups were more optimistic about time

off with pay (over 80% of each) and slightly more of both were interested in earning college credit.

The per cent of each group of respondents reporting graduation after 1946 (the under-age-40 group) is as follows (keeping in mind that 33% did not respond):

	40-
Government	33%
Professional	30
Manufacturing	19
Retailing	10
Service	0

The per cent with more than two years of college and the per cent with bachelor's degrees are itemized below:

	2-plus	Bachelor's
Professional	77%	68%
Government	56	52
Manufacturing	52	48
Retailing	60	40
Service	26	16

Doctors, dentists, lawyers, and CPAs help account for the higher proportion of bachelor's degrees among the professionals. The service classification included respondents from a wide variety of organizations, e.g., car rental agencies, motels, repair shops, paint shops, restaurants, cleaners, and contracting enterprises.

Comments Regarding the Sub-Groups within the Professions

Responses from those in the "professions" were subdivided and summarized on the basis of the following classifications:

Certified public accountants (CPAs)
Dentists
Doctors of medicine
Engineers and architects
Insurance men and realtors
Lawyers

Since there were relatively few respondents in each group, meaningful patterns of replies are comparatively scarce. It is possible, however, to note that the three groups below seemed somewhat more interested in the subjects shown.

CPAs: accounting and data processing
Dentists and realtors: real estate
Engineers and architects: construction technology

(For the entire professional group--having entered 177 of the 930 preference checks--the six highest ranking subjects were: accounting, human relations, investments, real estate, art, and psychology and motivation.)

Most of the sub-groups preferred the seminar-discussion approach--the CPAs more so, the lawyers less so. Several dentists were interested in trying TV plus homework or discussions. CPAs and lawyers favored

faculty members as instructors; MDs and insurance men expressed a stronger preference for someone from their own profession.

The dentists were the only ones with less than half favoring courses of 8 to 10 weeks and more favoring conferences and workshops. CPAs were the only ones strongly favoring fall (73%). Most of the other groups favored winter, but at least a few of the doctors and dentists were more willing than the others to try spring. Travelwise, the CPAs, dentists, and doctors were willing to drive farther than the engineers, insurance men, and lawyers. Lawyers were less certain about the probability of their participation in programs.

All groups reported half or more beyond age 40, with the doctors and insurance men having the highest proportions of those over 40. Realtors and insurance men reported fewer with more than two years of college and fewer with bachelor's degrees (40%). The dentists, doctors and lawyers were the only ones checking "yes" for doctoral degrees.

Responses Classified by County

About half the respondents resided in Jackson County (most in Medford: some in Ashland), slightly over a fourth in Klamath County (almost all in Klamath Falls),

and slightly under a fourth in Josephine County (the great majority in Grants Pass). Among the respondents there were proportionately more in manufacturing and the professions reporting from Jackson County and more with service organizations reporting from Josephine County.

Of the 67% of all respondents who believed their continuing education needs were being taken care of (a few less in Jackson County--63%, and a few more in Klamath County--72%), 66% thought such needs were taken care of by programs provided by their own organizations (somewhat more in Josephine County--78%).

Subject matter preferences are tabulated below by showing both the over all rank ordering and the rank ordering for each of the counties. (Those subjects with the same number of preference checks are shown with the same rank. Only those preferred by more than 12% of the indicated group are included in the rankings.)

Subject	Rank ordering			
	Over all	Josephine	Jackson	Klamath
Human relations	1	3	1	3
Management, organization	2	3	3	1
Psychology, motivation	3	2	2	4
Writing	4	1	6	2
Supervision, leadership	5	2	4	5
Data processing	6	6	5	5
Speech	7	2	*	5
Accounting	8	5	6	7
Investments	9	5	8	7
Personnel, manpower	10	6	*	6
Labor relations	11	*	7	7
Real estate	11	5	7	*
Philosophy, ethics	12	*	9	7
Finance	13	6	*	*
Mathematics	13	5	*	5
Economics	14	*	9	7
Office management	14	*	*	6
Statistics	14	*	9	6
Civil engineering	*	4	*	*
Communications	*	*	9	*
Geology	*	5	*	*
Government relations	*	6	*	*
Language	*	*	*	6
Sociology	*	*	*	7

*Preferred by less than 12½% of the indicated group.

Preferences regarding instruction were very similar from county to county, although the respondents residing in Klamath county were slightly more partial (a) to the lecture method (but only 33%), (b) to faculty members as instructors (57%), and (c) to 10-week courses (56%, as compared with their own 3% for one-day conferences). Those in Josephine County were even more inclined toward

winter (62% of them preferred winter as compared with 54% over all).

Question (I) asked "How far would you be willing to travel round trip for...?" Replies to this question are summarized in the following tabulation.

Miles willing to to travel for...	% of respondents for Josephine	Jackson	Klamath
(a) a course meeting one night per week for 8-10 weeks			
0-10 miles	35%	52%	58%
11-20 miles	38	26	20
over 20 miles	27	22	22
	100%	100%	100%
(b) a one-day conference			
0-20 miles	25%	37%	28%
21-60 miles	20	20	4
61-100 miles	23	22	34
over 100 miles	32	21	34
	100%	100%	100%
(c) a 2-3 day conference or a 1-week live-in program			
0-100 miles	45%	55%	36%
101-200 miles	12	14	12
201-300 miles	25	20	30
over 300 miles	18	11	22
	100%	100%	100%

All in all, those from Josephine County seemed willing to drive a little farther for course work and those from Klamath a little farther for workshops and live-in sessions. Reactions regarding tuition, time off, etc., varied very little from county to county.

SUMMARIES, COMPARISONS, AND CONCLUSIONS

Of the 171 respondents whose replies were included in the study, 40 were located in Josephine County, 81 in Jackson County, and 50 in Klamath County. About 60% were more than 40 years of age. Most were managers and professional people, working with the following kinds of organizations:

Government	54
Manufacturing	21
Professional	56
Retail	10
Service	19
Other	11
	171

There was an average of only 8 persons in the respondents' organizations and they supervised an average of just 5 persons. Despite the small size, 115 of the 171, 67%, said most of their continuing education needs were taken care of, mostly by in-house programs of one kind or another, but 160 of the 171 also responded to the request that they indicate the subject matter areas they would be most interested in investigating, with the following representing the top five:

1. Human relations
2. Management and organization
3. Psychology and motivation
4. Writing
5. Supervision and leadership

More preferred the seminar-discussion approach than any other (48%), and just slightly over half preferred faculty members as instructors, with 44% expressing a preference for someone from business or their profession. Half favored courses meeting one night per week for 8 to 10 weeks rather than conferences (10%), workshops (20%), etc. Over half favored the winter as the best time of year for programs, 57% believed all of their continuing education tuition costs would be paid by their organizations, and 71% assumed their organizations would allow them to take time off with pay to attend programs related to their work.

Approximately 60% of those who responded had more than two years of college education and 52% had earned bachelor's degrees. Slightly over half, 51%, said if they were to enrol for a college course that they would prefer taking it on a credit basis; 76% probably would participate if there were an interesting program at the right time and place; and 82% would like to have their names added to the DCE mailing list.

Comparisons and Conclusions

The basic question in this study of the continuing education needs and interests of managers and professional people in south-central Oregon has been "What kinds of programs should be provided for whom?" To provide a base for answering this question, as it pertains to the respondents (and probably a significant number of others in similar positions), a number of related questions were posed. These questions are presented below, followed by limited answers based upon information generated from the respondents' replies.

It is assumed that those readers with continuing education background and/or familiarity with the respondents and the region may develop more extensive comparisons and conclusions than those which follow.

"What subject matter is of interest?"

The eleven subjects of greatest interest are shown below, along with the percentage of respondents favoring each area (see page 8 for a more complete listing presented with rank ordering):

	%
Human relations	31.2
Management, organization	28.1
Psychology, motivation	27.5
Supervision, leadership	23.7
Personnel, manpower	15.0
Labor relations	14.4
Writing	26.2
Speech	18.7
Data processing	19.4
Accounting	18.1
Investments	16.9

Following are comments regarding each of the above, based primarily upon comparisons of replies of the various groupings employed for purposes of classification and analysis:

1. Human relations was strongly favored by all groups, even more so by those in Jackson County, but somewhat less by those under 40.

2. Management and organization was especially favored by those with government and manufacturing and by those in Klamath County.

3. Psychology and motivation were particularly strong favorites of respondents with government and the professions and of those from Jackson and Josephine counties.

4. Supervision and leadership was of special interest to those under 40, to those with two or less years in college, and to those with government.

5. Personnel and manpower was emphasized most by those with government (who were also more interested in office management).

6. Labor relations received a great deal of support from respondents with larger organizations, particularly those in manufacturing.

7. Writing was near the top of the list for respondents with less time on campus and those from government, service enterprises, smaller organizations, and Josephine County.

8. Data processing was rather popular with all groupings but especially so with those with more than two years of college.

9. Speech was also more or less popular with all, but more so with those from the larger organizations.

10. Accounting was, relatively, a little less popular with respondents with more education and those from larger organizations.

11. Investments was fairly high in almost all of the rankings, but especially so with those from smaller organizations.

(Follow-up interviews might generate any additional information needed for the determination of specific topics to be covered in programs.)

"What is preferable in terms of time, place, approach, and background of instructor?"

As anticipated, winter is the preferred season of the year for a majority of the respondents (54%), followed by fall (favored by the CPAs), and then spring.

About three-fourths of the respondents in each county were willing to drive only 1 to 20 miles round trip for a course meeting one night per week for 8 to 10 weeks. Despite this, it would seem logical to experiment with most new course offerings in a central location such as Medford, rather than farther away from

the center of population. Medford may also be a good central location for conferences and workshops, since over half the respondents in Josephine and Klamath counties stated that they would be willing to drive more than 100 miles round trip for such programs. Klamath Falls has a more limited population base to draw from but has the advantage of having OTI close at hand. (Very few in any area seemed interested in driving very far for week-long live-in programs.)

Most preferred the seminar discussion approach (48%), especially those in manufacturing (71%), with the lecture approach second (28%). Over all, half expressed a preference for faculty members as instructors, but many wanted someone from business or their profession (44% over all, and more than half in manufacturing and retailing).

"What is the influence of age, education, location, size of organization, where one works, what one does?"

Those under 40 had a stronger preference than others for the seminar approach and for instructors from business or the professions. But respondents with more than two years of college education recorded a higher preference for faculty members than those with less time on campus, although the former had a larger proportion of those under 40.

Respondents who were members of larger organizations favored two or three day conference workshops and were more optimistic about their tuition being paid and having time off with pay.

The question of "for whom?" has not been treated separately since related discussion and suggestions have already been included in a number of the preceding paragraphs.

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(See the Appendix for detailed tabulations of supporting data and information.)

APPENDIX

EXHIBIT 1.

DIVISION OF CONTINUING EDUCATION

OREGON STATE SYSTEM OF HIGHER EDUCATION

Note: Proportions responding are shown as percentages, with the corresponding number of responses in parentheses. (Percentages may not add to 100% because of rounding, and the number of responses may be more or less than the number of respondents.)

July 25, 1968

TO: Supervisors, managers, administrators, and professional people in south-central Oregon

FROM: The Division of Continuing Education (DCE)
Oregon State System of Higher Education

SUBJECT: Your continuing education needs and interests

This study is to determine your on-the-job and off-the-job needs and interests which may be served by the Division of Continuing Education (a) by the extension of course offerings from our State universities and colleges such as Southern Oregon College and OTI, and (b) by the development of special programs to meet needs and interests in south-central Oregon (as indicated by an analysis of the information provided via your returned questionnaire).

Since only you can supply the needed information, your assistance would be greatly appreciated. If possible, please take 10 minutes now to provide the few answers requested below. A return envelope is enclosed for your convenience.

(A) 1. Number of persons in your local organization? Median of 8 .
Number in the group or unit that you supervise or manage? Median of 5.

2. Please classify your organization under one of the headings below.

32% 1. Government (Name of unit: (54))
12 2. Manufacturing (21)
33 3. Professional (Kind: (56))
6 4. Retailing (10)
11 5. Service (19)
1 6. Wholesaling (2)
4 7. Other (Describe: (6))
1 8. Non-responses (3)

(B) Are most of your on-the-job needs for continuing education taken care of? 67% Yes(114) 33% No (57) If yes, taken care of by (check one):

63% 1. Training programs, etc. provided by your firm or organization. (75)
35 2. Programs, courses, etc. made available by (41) _____
_____
2 3. Other: (2) _____

(C) In answering the following, think in terms of both your on-the-job needs and off-the-job interests, excluding those needs and interests which are already taken care of (as indicated in (B) above).

Please review all of the general subject matter areas shown below and then check those three or four areas that you would be most interested in investigating or studying. (Areas checked **20 or more times** by respondents are underlined.)

BUSINESS AND MANAGEMENT

18%*	1.	Accounting (29)	4%	15.	Inventory (6)
11	2.	Advertising (18)	14	16.	Labor relations (23)
7	3.	Budgeting (12)	28	17.	Management, organization (45)
9	4.	Business law (15)	5	18.	Marketing (8)
12	5.	Communications (19)	5	19.	Mathematics for business (8)
8	6.	Credit (13)	12	20.	Office management (20)
19	7.	Data processing (31)	15	21.	Personnel, manpower (24)
13	8.	Finance (21)	3	22.	Production (5)
9	9.	Government relations (14)	2	23.	Purchasing (3)
31	10.	Human relations (50)	14	24.	Real estate (23)
5	11.	Insurance (8)	3	25.	Retail management (5)
17	12.	Investments (27)	9	26.	Selling (15)
9	13.	Income tax (15)	24	27.	Supervision, leadership (38)
3	14.	International business (5)	3	28.	Transportation, distribution (5)

HUMANITIES

10	29.	Art (17)	5	34.	Music (8)
2	30.	Drama and theater arts (3)	14	35.	Philosophy, ethics (22)
7	31.	English composition (11)	2	36.	Religion (3)
4	32.	English literature (6)	19	37.	Speech (30)
12	33.	Language (19)	26	38.	Writing (42)

SOCIAL SCIENCE

6	39.	Archaeology (10)	5	43.	History (9)
7	40.	Anthropology (11)	7	44.	Political Science (12)
12	41.	Economics (20)	27	45.	Psychology, motivation (44)
3	42.	Geography (5)	12	46.	Sociology (19)
			9	47.	World affairs & cultures (14)

SCIENCE AND MATHEMATICS

2	48.	Biology (4)	2	51.	Physics (4)
1	49.	Chemistry (2)	13	52.	Mathematics (21)
12	50.	Geology (19)	12	53.	Statistics (20)

ENGINEERING

10	54.	Civil (16)	3	57.	Industrial (5)
-	55.	Chemical (1)	3	58.	Mechanical (5)
4	56.	Electrical (6)	10	59.	Construction technology (17)

OTHERS NOT LISTED ABOVE

____60. _____

____61. _____

____62. _____

* Number of respondents checking specific subject matter title divided by the 160 in total who responded to question (C).

(D) Consider the subject matter areas you have checked above and now enter in the space below a brief description of the specific part of each of those areas that interests you most. (For example, what part of art or accounting? Which language or math? At what level?)

(1) (See page 8.)

(2)

(3)

(E) Which of the following approaches would you prefer or like to try?

28% Lecture (55)
48 Seminar discussion (95)
8 TV lectures plus reading and homework (16)
11 TV lectures plus reading and local discussion groups (22)
6 Other: (11)

(F) Regarding instruction, which of the following would you usually prefer?

51% A college faculty member (80)
44 Someone from business or your profession (69)
6 Other: (9)

(G) Which one or two of the following time patterns would you prefer?

51% 1. One evening per week for 8 to 10 weeks. (112)
10 2. One day conference. (22)
20 3. Two or three day conference workshops. (43)
5 4. One week, on campus live-in programs. (11)
5 5. Three to five weekend sessions held Friday afternoon and evening and Saturday morning. (11)
9 6. Correspondence courses with a one or two year time limit. (20)
- 7. Other: (1)

(H) Check the best time of year for you to become involved in programs or courses.

26% Fall (54) 16% Spring (34)
54 Winter (112) 4 Summer (9)

(I) How far would you be willing to travel round trip for a course meeting one night per week for 8 to 10 weeks? _____miles. For a one-day conference? _____miles. For a two or three day conference or a week long, live-in program? _____miles.

(J) If you were to participate in a course or program related to your work, what percentage of the tuition cost or program fees would probably be paid for by your organization? Answer: 69 % mean; 100% mode.

(K) Would your organization probably allow you to take time off with pay to attend a one or two day session related to your work? 71%(122) Yes 16%(27) No 13%(22) no response.

(See back side for page 4)

(L) If you enrolled for a regular college course, how would you probably take the course? 53% (91) On a credit basis. 33% (57) On a non-credit basis.
13% (23) non-responses

(M) Enter a check below to indicate the probability that you would participate in a course, conference, or workshop which interests you if such were offered at a convenient time and place during the coming year?

40% Almost certain (69)
36 Likely (61)
12% Uncertain (21)
5 Unlikely (8)
1 Definitely not (2)
6 Non-responses (10)

(N) If you are a supervisor or manager, what would you like to have your non-supervisory personnel learn more about?

1. _____
2. (See page 14.)
3. _____

(O) If you are a manager, what would you like to have your foremen, supervisors, department heads, etc. learn more about?

1. _____
2. (See page 14.)
3. _____

(P) Please indicate any subject or area in which your wife may be interested:

_____
(See page 15.)

(Q) Your name: _____
Your job title: _____
Name of your organization: _____
Mailing) _____
address) _____
(If you do not wish to include names and address, please include job title.)

(R) High School diploma? 91% (155) Yes 9% (16) No and Year: 41% (70) by 1946, 26% (45) after 1946
Years of education beyond high school: no-response years 42% (72) 0-2 years, 58% (99) over 2 years
Bachelor's degree from 52% (89) with bachelor's _____
Year: _____ Major: 48% (82) without degrees
Advanced degree: 22% (38) with advanced degrees : 21 in medicine and dentistry
Year: _____ Major: _____

(S) Would you like to have your name added to the DCE mailing list for announcements of programs that may be of interest to you? 82% (140) Yes 18% (31) No

MANY THANKS FOR YOUR HELP! PLEASE RETURN IN ENCLOSED ENVELOPE.

Note regarding tables

All replies were tabulated in terms of both numbers and per cents for each subdivision under each major classification; e.g., for government (abbreviated govt.), manufacturing (mfg.), professional (prof.), retailing (retail), service, and other, under the "kind of organization" classification. From these many tabulations of replies those below were selected as somewhat more meaningful than the others. Excluded were tabulations with class or subdivision percentages which varied very little from one class to another. (Some columns will not total exactly 100% because of rounding.)

Table 1
Per Cent of Respondents by Size of Organization,
by Kind of Organization

Size (no. of persons)	Kind of organization*					All respondents
	Govt.	Mfg.	Prof.	Retail	Service	
1 - 20	70%	33%	95%	70%	84%	74%
21 - 50	15	10	4	30	5	11
51 - 100	4	14	2	-	5	4
over 100	11	43	-	-	5	11
	100%	100%	100%	100%	100%	100%
(Number)	(54)	(21)	(56)	(10)	(19)	(171)

*Wholesale and other excluded.

Table 2
Per Cent of Respondents by Number Supervised,
by Kind of Organization

Number supervised	Kind of organization					All respondents
	Govt.	Mfg.	Prof.	Retail	Service	
0 - 20	88%	76%	96%	80%	95%	89%
21 - 50	10	12	-	20	-	7
over 50	2	12	4	-	5	4
	100%	100%	100%	100%	100%	100%

Table 3
Per Cent of Respondents by Kind of Organization, by County in which Located

Kind of organization	County			All respondents
	Josephine	Jackson	Klamath	
Government	32%	26%	36%	32%
Manufacturing	12	16	8	12
Professional	33	37	26	33
Retail	6	6	2	6
Service	11	7	20	11
Other*	6	8	8	6
	100%	100%	100%	100%
(Number)	(40)	(81)	(50)	(171)

*Includes wholesale.

Table 4
Per Cent of Affirmative Replies to (B): "Are most of your on-the-job needs for continuing education taken care of?"

	By county			All respondents
	Josephine	Jackson	Klamath	
Yes	68%	63%	72%	67%

	By size of organization		
	1-20	21-100	100+
Yes	68%	57%	72%

	By kind of organization				
	Govt.	Mfg.	Prof.	Retail	Service
Yes	67%	57%	70%	60%	79%

Table 5
Per Cent of Respondents Stating Continuing Education Needs Taken Care of by Training Programs in Own Organization

	By county			All respondents
	Josephine	Jackson	Klamath	
Yes, in-house	53%	38%	46%	44%

	By size of organization		
	1-20	21-100	100 +
Yes, in-house	41%	42%	61%

	By kind of organization				
	Govt.	Mfg.	Prof.	Retail	Service
Yes, in-house	61%	48%	25%	50%	47%

Table 6
Per Cent of Responses Indicating Preference for Certain Instructional Approaches

	By age		By county			All respondents
Approach	Under 40	40 & over	Josephine	Jackson	Klamath	
Lecture	21%	31%	27%	25%	33%	27%
Seminar, discussion	55	40	45	51	44	48
Other	24	29	28	24	23	25
	100%	100%	100%	100%	100%	100%

Table 7
Per Cent of Responses Indicating Instructor Preference

Instructor	By age: Under 40	By age: 40 & over	By county: Josephine	By county: Jackson	By county: Klamath
Faculty member	44%	56%	44%	50%	56%
From business or profession	47	39	47	46	37
Other	9	5	9	4	7
	100%	100%	100%	100%	100%

Instructor	By kind of organization: Govt.	Mfg.	Prof.	Retail	Service	All respondents
Faculty member	58%	31%	53%	33%	47%	51%
From business or profession	33	56	44	56	53	44
Other	8	13	3	11	-	6
	100%	100%	100%	100%	100%	100%

Instructor	Education beyond h.s.: 0-2	Education beyond h.s.: 2+	By size of organization: 1-20	By size of organization: 21-100	By size of organization: 100+
Faculty member	44%	55%	47%	68%	50%
From business or profession	55	36	48	25	43
Other	1	8	5	7	7
	100%	100%	100%	100%	100%

Table 8
Per Cent of Responses Indicating Preference for
Various Program Time Patterns

	By county			By size of organization		
	Josephine	Jackson	Klamath	1-20	21-100	100+
Once per week for 8 to 10 weeks	45%	51%	56%	53%	46%	46%
1-day conference	11	14	3	10	16	4
2- or 3-day conf. workshop	14	22	21	18	16	32
1-week campus live-in program	9	3	5	5	4	7
Other: TV, etc.	21	10	16	14	18	11
	100%	100%	100%	100%	100%	100%

	By kind of organization					All respondents
	Govt.	Mfg.	Prof.	Retail	Service	
8 to 10 weeks	47%	58%	48%	40%	67%	51%
1-day conference	10	-	13	20	11	10
2-3 day workshop	23	23	19	20	11	20
1-week live-in	5	-	8	-	6	5
Other: TV, etc.	15	19	12	20	6	14
	100%	100%	100%	100%	100%	100%

Table 9
Per Cent of Responses Indicating Best Time of Year
to become Involved in Programs,
by Kind of Organization

	Govt.	Mfg.	Prof.	Retail	Service
Fall	17%	15%	35%	31%	21%
Winter	61	63	45	46	58
Spring	16	19	16	23	21
Summer	6	3	4	-	-
	100%	100%	100%	100%	100%

Table 10
Per Cent of Respondents Willing to Travel More than Indicated Miles Round Trip for _____, by County

	Josephine	Jackson	Klamath
For one night per week for 8 to 10 weeks			
More than 30 miles	28%	16%	20%
For a one-day conference			
More than 60 miles	55%	43%	68%
Over 100 miles	33	21	34
For 1-week, live-in program			
More than 100 miles	55%	44%	64%
Over 300 miles	18	11	22

Table 11
Proportion of Tuition Cost or Program Fees that Would Probably be Paid by Respondents' Organizations

Proportion probably paid	By kind of organization				
	Govt.	Mfg.	Prof.	Retail	Service
0 - 60%	61%	24%	45%	70%	47%
61 - 100%	39	76	55	30	53

	By size of organization		
	1-20	21-100	100+
0 - 60%	53%	42%	29%
61 - 100%	47	58	71

Table 12
Per Cent of Respondents Anticipating Time Off with Pay for a 1 to 2 Day Session Related to Their Work

	By kind of organization				
	Govt.	Mfg.	Prof.	Retail	Service
Yes to question (K)	81%	86%	59%	60%	68%

	By size of organization		
	1-20	21-100	100+
Yes to question (K)	66%	81%	94%

Table 13
Per Cent of Respondents Indicating Preference for College Credit for Courses

By age		By county		
under 40	40 and over	Josephine	Jackson	Klamath
69%	46%	60%	51%	52%

Table 14
Per Cent of Respondents Indicating a High Probability of Participation in Programs of Interest

	By kind of organization					All respondents
	Govt.	Mfg.	Prof.	Retail	Service	
Almost certain or likely	86%	80%	66%	70%	63%	75%

Table 15
Per Cent of Respondents with More than Two Years of Education beyond High School

By age		By kind of organization					All respondents
-40	40+	Govt.	Mfg.	Prof.	Retail	Service	
71%	59%	56%	52%	77%	60%	26%	58%

Table 16
Comparative Percentages and Ratios

Eighteen highest ranking subject areas	Per cent almost certain or likely to participate	Ratio of number who desire credit to all others	Ratio of number who prefer seminar to lecture approach
Human relations	82.0%	1.35	1.94
Management, organization	86.6	2.08	1.53
Psychology, motivation	86.5	1.28	2.60
Writing	78.5	1.47	1.73
Supervision	81.5	2.22	1.64
Data processing	77.5	1.15	1.38
Speech	83.3	2.25	1.42
Accounting	79.3	1.78	2.11
Investments	70.3	1.88	1.89
Personnel	87.5	3.20	2.00
Labor relations	82.6	3.20	2.83
Real estate	78.3	1.72	3.00
Philosophy, ethics	81.8	2.14	1.56
Mathematics	71.4	2.80	1.50
Finance	75.2	1.12	2.75
Economics	85.0	1.38	1.72
Office mgt.	85.0	2.40	2.60
Statistics	65.0	1.00	1.80
Average of above	79.7%[1]	1.86[2]	2.00[3]

[1]About the same as the participation percentage of 78.1% for all courses.

[2]Slightly more than the over all ratio of 1.72 for all courses.

[3]More than the over all ratio of 1.78 for all courses, indicating that those respondents who checked the eighteen highest ranking courses probably favored the seminar approach even more strongly than the others.

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